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LAMBIE, JAMES M. JR.: Special Assistant and Assistant Staff Secretary to the President: Records, 1952-61 (Pre-Accession)

Compiled by William Lewis Compiled August 1965

> Cubic Feet: 21 Number of Boxes: 63

The War Advertising Council was formed in January 1942, to work with the Office of War Information (OWI) on public service campaigns re steel scrap, bonds, manpower, etc. In August of 1945, the OWI was abolished and its liaison functions were transferred to the Office of War Mobilization and Reconversion. In December 1946, the liaison functions were again transferred -- this time to the Office of Government Reports. This office was abolished in June 1948, and its liaison functions transferred to the White House.

James M. Lambie, Jr., served as a Special Assistant to the President -- in charge of the White House advertising liaison office -- from March 1953 to January 21, 1961. The function of the White House liaison office was to coordinate and arbitrate conflicting government claims for the use of the Advertising Council's facilities for public service campaigns. Annual conferences were held in Washington to brief the Advertising Council's supporters on the administration's policies and programs.<sup>1</sup>

James M. Lambie also served from September 1954 -- January 21, 1961 in an unofficial capacity as Deputy Chairman of the Interagency Committee for Agricultural Surplus Disposal -- established by Executive Order No. 10560 on September 9, 1954 (titled, "Administration of the Agricultural Trade Development and Assistance Act of 1954"). The function of this committee was "to assist the agencies concerned in bringing into harmonious action, consistent with the over-all policy objectives of this government, the various agricultural surplus disposal activities vested in them by, or assigned to them pursuant to, the Act [of 1954]."<sup>2</sup>

<sup>&</sup>lt;sup>1</sup> Files of James M. Lambie, Jr., ADVERTISING COUNCIL - Correspondence 1960.

<sup>&</sup>lt;sup>2</sup>Files of James M. Lambie, Jr., AGRICULTURAL SURPLUS DISPOSAL -- Interagency Committee on: 1959.

James M. Lambie, Jr., served as Assistant Staff Secretary for the period September 4, 1960 -- January 21, 1961. In 1955 he also served as liaison between the Aerial Inspection Exhibit Committee and the Advertising Council. The Committee dealt with plans for an exhibit at the Carnegie International Center in New York City to publicize President Eisenhower's "Open Skies" proposal. He also served on the panel of judges, in Washington, which helped to screen applicants for positions as guides at the American National Exhibition in Moscow in 1959.

These files are composed of correspondence, contracts, minutes of meetings, speeches, publications, printed materials and reports. The files are arranged both chronologically and alphabetically -- by subject and correspondent. Some of the materials of the Chairman, Interagency Committee for Agricultural Surplus Disposal (Clarence Francis) have been placed at the end of the files.

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## Box No. Contents

1 Advertising Council - Annual Reports 1950-52

Advertising Council - White House Conference Complimentary Letters 1953

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Advertising Council -- 11th Annual Report 1953

Advertising Council -- White House Meeting 1953

Advertising Council -- White House Meeting - Mr. Lambie's file 1953

Advertising Council PR on Use of Public Service Announcements on Filmed TV Programs 1953

Advisory Committee on Voluntary Foreign Aid (Includes correspondence on American-Korean Foundation) 1953

Agriculture - Prevent Forest Fires 1953

American Heritage Foundation 1953

Armed Services Day 1953

Armed Forces -- Infantry Prestige 1953

Army, Dept. of - General 1953 [Includes correspondence re Air Force recruiting campaigns.]

Association of National Advertisers - Includes 1953 Convention [Includes correspondence and materials re ANA and AAAA's joint plans for <u>Growing America</u> campaign.] 1953

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3 Civil Defense - Campaign - Correspondence (1)(2) 1953 [Includes excerpts from the East River Project of October 1952]

Civil Defense - Campaign - Industrial 1953

Civil Defense - General (1)-(3) 1953 [Includes Univ. of Michigan reports re the public and civil defense.]

Civil Defense - Montgomery County 1953

Committees on Government Contracts (Includes Group Prejudice Material) 1953

"D" 1953 [Miscellaneous correspondence of Charles W. Jackson]

Defense 1953 [Information sheet re Army and Air Force recruiting programs and copies of contract between Army and Air Force and Ad Council -- materials are of Truman Administration vintage.]

4 Engineers Wanted 1953

"F" 1953

Fund for the Republic 1953

Farm Safety 1953

"G" [Includes correspondence re coordinating visits of foreign advertisers through the White House Advertising Liaison office and statement of F.R. Gamble (AAAA) on Dec. 4, 1952 before the House Committee - re relations between broadcasters and advertising agencies.]

Ground Observer Corps - Civil Defense Admin. Letters 1953

G O C - Correspondence 1953

G O C - Proposed Eisenhower Ad - 1953 (May) 1953

G O C - Air Defense Command Reports (1)-(4) 1953

5 G O C - General (1)(2) 1953

"H" 1953

Highway Safety 1953

Home Fire Prevention 1953

Human Rights Day 1953

Juvenile Delinquency 1953

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"M" 1953

Miscellaneous 1953 [Includes press release re establishment of OCDM "Tide" article re Ad Council, pamphlet re National Organization Branch of Office of Public Information (Department of Defense) and materials re committee on government contract compliance.]

Montgomery County Civil Defense Association (Press Releases) 1953

"N" 1953

National Blood Program (Organization and Personnel) 1953

6 National Blood Program (Correspondence)(1)(2) 1953

National Blood Program (1)(2) (Promotional Material) 1953

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7 National Guard Program 1953

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7 National Business Publications, Inc. 1953

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National Manpower Council 1953

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Physically Handicapped Program - Corres. 1953

Post Office Department 1953

The President 1953

Public Health Service - National Mental Health 1953

Public Housing 1953

Public Roads 1953

"Q" 1953

Quick's Reports 1953 [Status reports re various governmental public service campaigns]

"R" 1953 [Includes materials re the Religion in American Life campaign.]

Recruiting Campaign (Paid) 1953

Red Cross 1953

"S" 1953 [Includes a list of campaigns handled by White House Liaison office in calendar 1952 and misc. corres. originating with John Steelman and Charles W. Jackson.]

Savings Bond Campaign, Corres. 1953

8 Savings Bond Campaign - General (1)-(3) 1953

**Scrap 1953** 

State Overseas Information 1953

Student Nurse Recruiting Campaign 1953

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Treasury Department - General 1953

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United Nations Day 1953

"V" 1953 [Includes corres. re American Heritage's sponsorship of AGet Out the Vote" campaign.]

Veterans Admin. 1953

Voice of America 1953

Vote Campaign 1953

"W" 1953 [Includes copy of National Civil Service League's survey of Business Executives (who formerly held high government posts) re possible changes in U.S. Civil Service and copy of Gardner Cowles speech re effective management of large governmental offices.]

White House Meetings 1952-53

9 Women in the Services - Correspondence (1)(2) 1952-53

Women in the Services - Meeting Reports 1952-53

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10 Advertising Council - General 1954

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10 Advertising Council - Washington Conference (Commendatory Letters) 1954 (cont.)

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Agricultural Surplus Disposal Program - Correspondence (1)(2) 1954

11 Agricultural Surplus Disposal Program - General 1954

Agricultural Surplus Disposal Program - Milk Program 1954

Agricultural Surplus Disposal Program - Surplus Commodities Campaign 1954

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Agricultural Surplus Disposal Program - Trade Development and Assistance Act 1954

Agriculture - 4-H Clubs 1954

Alien Address Report - Immigration and Naturalization Services 1954

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Proceedings - Civil Defense-Ground Observer Corps Conference 1954

GOC - Correspondence 1954

GOC - Federal Civil Defense Letters 1954

Ground Observer Corps - Policy Guide 1954

GOC - Annual Seminar on Community Leadership 1954

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Interagency Committee for Agricultural Surplus Disposal - James Lambie 1952-54

14 Juvenile Delinquency 1954

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Miscellaneous Odds and Ends 1954 [Includes corres. re the Museum of Immigration (cont.) to be built at base of Statue of Liberty.]

Movie Industry (Participation in Public Service Campaigns) 1954

National Association for Radio and Television Broadcasters--Survey of Government Radio-TV Activities 1954

National Blood Program - Collection Figures 1954

National Blood Program - Contract 1954

National Blood Program - Correspondence 1954

National Blood program - Meeting Reports 1954

National Blood Program - file from JML's Desk 1954

National Blood Program - Policy and Directives 1954

National Guard Program 1954

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Physically Handicapped Program 1954

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Advertising Council Annual Report 1955

Advertising Council Bulletin Correspondence, Radio-TV 1955

Advertising Council Bulletin Correspondence 1955

Advertising Council General (1)(2) 1955

17 Advertising Council Graphics 1955

Advertising Council Letters, sample (Explaining Ad Council setup) 1955

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Advertising Council - Repplier, Eisenhower Fellow (1)(2) 1955

Advertising Council Washington Conference - Council Details (Dinner & Luncheon) 1955

Advertising Council Washington Conference-Lambie Details 1955

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18 Advertising Council - Washington Conference - Miscellaneous 1955

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Agricultural Surplus Disposal - Dairy and Poultry 1955

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Beach, Edward L. (Comdr.) [List of those concerned with Civil Defense in the (cont.) District of Columbia who attended a dinner cruise on ABarbara Anne" on Sept. 22, 1955

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Cabinet Activities 1955

C[o-operative for] A[merican] R[emittances to] E[urope] 1955

Civil Defense (Correspondence) 1955

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C U E, Operation (the atomic test program - Federal Civil Defense Adm.) 1955

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Crusade for Freedom - Correspondence 1955

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Crusade for Freedom - Press Releases 1955

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Defense, Department of - Correspondence - General 1955

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Defense, Department of - United Service Organizations 1955

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Employment of the Physically Handicapped, President's Committee on 1955 (cont.)

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Foreign Operations Administration Advisory Committee on Vol. For. Aid Correspondence 1955

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"H" Miscellaneous 1955

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Highway Safety - Crown Central Petroleum Corp. 1955

Hoover Report 1955

"I" Miscellaneous [List of industrial representatives and government officers (cont.) attending the Industrial Cooperation Council Conference, Nov. 10, 1955]

"If We, As a People . . . " [Script of and correspondence re a sound-slide project re the need for better marketing techniques (produced by a joint committee of the ANA and AAAA and shown at a White House Staff Meeting)] 1955

Interagency Committee for Agricultural Surplus Disposal -- Materials - James Lambie (1)-(3) 1955

Interagency committee on Agricultural Surplus Disposal -- Minutes (1)(2) 1954-55

"J" Miscellaneous 1955

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"K" Miscellaneous 1955

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"N" Miscellaneous [Includes program for 33rd annual conference of the National Industrial Advertisers' Association] 1955

National Association of Radio & Television Broadcasters 1955

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Nixon, Richard M., Vice President 1955

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"W" Miscellaneous [Includes memo re Red Chinese forced labor programs and statement by C.D. Jackson, U.S. Representative to U.N. First Committee, on the peaceful uses of atomic energy.] 1955

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25 Advertising Council - Bulletin, Correspondence, Radio, TV 1956

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Advertising Council - Meetings 1956

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Advertising Council - Washington Conference - Program Participants 1956

Advertising Council - Washington Conference - Tape-Recording 1956

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Agricultural Surplus Disposal - Correspondence 1956

Agricultural Surplus Disposal - Miscellaneous 1956

Agriculture, Department of: Forest Fire Prevention 1956

Agriculture, Department of: Forest Fire Prevention Conference, Southern 1956

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Agriculture, Department of: 4-H Clubs 1956

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27 Airways and Air Communications Service 1956

American Association of Advertising Agencies - Correspondence 1956

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Association of National Advertisers 1956

"B" Miscellaneous 1956

Beach, Edward L. (Commander) [Empty] 1956

Boys' Club of America 1956

"C" Miscellaneous [Includes copy of Norman Cousins' memo of his private interview of Nehru at the Bandung Conference in April 1955.] 1956

Citizens for Eisenhower 1956

Civil Defense Administration, Federal - Correspondence 1956

Civil Defense Administration, Federal - Misc. Printed 1956

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Crusade for Freedom - Correspondence 1956

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"D" Miscellaneous 1956

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"E" Miscellaneous 1956

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"F" Miscellaneous 1956

Fact Papers 1956

Fox, Frederic E. [Includes Ford Foundation-sponsored pamphlet on the crisis in Education] 1956

Fund Raising Within the Federal Government 1956

"G" Miscellaneous 1956

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Government Contracts, Committee on 1956

Gray, Robert 1956

Ground Observer Corps - Air Defense Command Reports 1956

Ground Observer Corps - Correspondence 1956

29 Ground Observer Corps - Misc. Printed 1956

"H" Personal [personal correspondence] 1956

"H" Misc. [Includes printed materials re USO, interim report of Alexander Hamilton Bicentennial Commission and miscellaneous correspondence] 1956

Hagerty, James C. 1956

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Harlow, Bryce (Folder empty) 1956

Hauge, Gabriel [Includes draft of accomplishments of DDE in his first term] 1956

Health, Education and Welfare Dept.: Mental Health 1956

Health, Education and Welfare, Dept. of: Miscellaneous 1956

Hoover Report 1956

"I" Miscellaneous [Folder empty] 1956

International Cooperation Administration: Advisory Comm. on Voluntary Foreign Aid 1956

International Cooperation Administration: Advisory Comm. on Voluntary Foreign Aid - Misc. 1956

International Cooperation Administration: C[ooperative for] A[merican] R[emittances to]E[urope] (1)(2) 1956

"J" Miscellaneous (Folder empty) 1956

Jackson, William H. 1956

Justice, Department of 1956

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"K" Miscellaneous 1956

"L" Miscellaneous 1956

Labor, Department of 1956

Letters, Presidential, Operation [Includes correspondence re Lambie letter writing operation in White House in 1956 Campaign, Campaign materials and form letters for replies] 1956

"M" Miscellaneous 1956

McCaffree, Mary Jane 1956

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Minnich, L. Arthur (Jr.) 1956

Miscellaneous [Includes correspondence re facilitative operations of Lambie's White House Office and a report on the scope of the Federal Extension Service's educational responsibilities.] 1956

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"O" Miscellaneous (Folder empty) 1956

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Pyle, Howard (Governor) 1956

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"R" Miscellaneous (Folder Empty) 1956

Rabb, Maxwell M. 1956

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Randall, Clarence 1956

Red Cross 1956

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"S" Miscellaneous [Includes facts sheet on Suez Canal and New York Times text of Sukarno's address before the joint session of Congress May 18, 1956.]

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Treasury Department, Miscellaneous 1956

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32 "U" Miscellaneous 1956 (cont.)

U.S. Information Agency - Correspondence 1956

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"W" Miscellaneous 1956

Water Resources 1956

Whitman, Ann C. (Mrs.) 1956

Youth Fitness, President's Council on 1956

"XYZ" Miscellaneous [Empty folder] 1956

"A" Miscellaneous [Printed materials re campaign presented by American Council to Improve our Neighborhoods and corres. re merger of Lake Central and North Central Airlines.] 1957

Adams, Sherman (Governor) [Corres. re the 35th annual convention of the National Association of Radio and Television Broadcasters.] 1957

33 Advertising Association of the West 1957

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Advertising Council - Audio-Visual Materials 1957

Advertising Council - Bulletin Correspondence 1957

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Advertising Council - Washington Conference Lambie Corres. 1957

Advertising Council - Washington Conference - Miscellaneous 1957

Advertising Council - Washington Conference Program Participants 1957

Advertising Council News - J.M. Lambie 1957

35 Agricultural Surplus Disposal - Expansion of markets programs 1957

Agriculture, Department of: Forest Fire Prevention 1957

Agriculture, Department of: 4-H Clubs 1957

Agriculture, Department of: Miscellaneous 1957

American Association of Advertising Agencies 1957

Anderson House [Empty folder] 1957

Association of National Advertisers 1957

"B" Miscellaneous [Miscellaneous corres. and copy of Department of Labor publication re the manpower implications of population trends.] 1957

"C" Miscellaneous 1957

Civil Defense, Administration, Federal - Corres. 1957

Civil Defense, Administration, Federal-Misc. Printed [Empty folder] 1957

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Crusade for Freedom - Correspondence 1957

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Crusade for Freedom - Misc. Printed 1957

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"D" Misc. 1957

Department of Defense - Armed Forces Day 1957

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Defense, Department of - Obligation to Serve 1957

Disarmament [Transcript of Secretary of State Dulles' message to Nation on July 22 and plan for official U.S. exhibit on disarmament.] 1957

"E" Misc. [Copy of Procedure for Screening and Evaluating Requests for Sponsorship, and miscellaneous corres.] 1957

Employment of the Physically Handicapped, President's comm. on 1957

"F" Misc. [Includes Lamar Fleming, Jr.'s speech before the U.S. Chamber of Commere on cotton programs and problems.] 1957

Fund Raising: National Health Agencies 1957

Fund raising within the Federal Government 1957

"G" Misc. [Includes miscellaneous corres. and information re possible new television series. Breakthrough] 1957

Government Contracts, Committee on [Empty folder] 1957

Gray, Robert K. 1957

Ground Observer Corps - Air Defense Command Reports 1957

Ground Observer Corps - Correspondence 1957

Ground Observer Corps - Miscellaneous 1957

"H" Misc. [Includes corres. and brochure outlining work of the Board for Fundamental Education.] 1957

Hamlin Reports (1)(2)1957 [Statistical and analytical surveys of various government (cont.) programs and special reports on Indians, Departments of Interior and HEW, Veterans' Administration, Public Health Service, Government Housing programs, College Housing and Urban Renewal and public housing.]

Health, Education & Welfare - Asiatic Flu 1957

Health, Education & Welfare Mental Health 1957

37 Health, Education & Welfare - Miscellaneous 1957

Health, Education & Welfare - Stamp Out Polio 1957

Health, Education & Welfare - Stay in School 1957

Hoover Reports 1957 [Includes Clarence Francis correspondence (in his capacity as Chairman of the Citizens Committee for the Hoover Report), progress reports on Congressional action on Hoover Commission recommendations, list of Administration supported bills implementing Hoover Commission recommendations, and transcript of an interview with President Hoover.]

Hungarian Relief 1957

Hungarian Relief - White House Fund Drive 1957

"I" Miscellaneous 1957

International Cooperation Admin.: Advisory Comm. for Vol. For. Aid - Blackford-Humphrey File 1957

International Cooperation Admin.: Advisory Comm. For. Aid - C[ooperative for] A[merican]R[emittances to] E[urope]

International Cooperation Adm.: Advisory Comm. Vol. For. Aid-Correspondence 1957

International Cooperation Adm.: Advisory Comm. for Vol. For. Aid. --Miscellaneous 1957

International Cooperation Administration -- CARE-James Lambie 1957

"J" Misc. 1957 [Includes copy of C.D. Jackson speech to Ohio Bankers' Association in Cleveland, on November 7, 1957.]

37 "K" Misc. 1957

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"L" Misc. 1957

Legislative Notes 1957 [Incomplete set of mimeographed sheets giving information on current legislative actions in Congress for the period July 18-Aug. 19, 1957]

"M" Misc. 1957

Minnich, L. Arthur 1957

Miscellaneous [Empty folder ] 1957

"N" Miscellaneous 1957

National Association of Radio and Television Broadcasters 1957

National Military-Industrial Conference 1957

Navy Marine Memorial Stadium 1957 [Corres. re White House Staff's contributing to fund for a memorial chair for DDE.]

North Atlantic Treaty Organization 1957

"O" Misc. 1957

Office of Defense Mobilization 1957

"P" Misc. [Includes copy of a booklet titled <u>Presidential Office Space.</u>] 1957

People's Capitalism 1957

People - to - People Partnership 1957

Personnel 1957 [Includes memos on secretaries in JML's office.]

Photographs 1957

Post Office Department 1957

"R" Misc. 1957 [Includes corres. re the RIAL campaign and copy of the annual report of the Committee on Religion in American Life (1956).]

Radio-TV Bulletin 1957

39 Red Cross 1957

Republican Party 1957

"S" Misc. 1957

Savings Bonds, U.S., Correspondence and Meetings 1957

Savings Bonds, U.S. - Miscellaneous 1957

Savings Bonds, U.S. Sales Report (Empty folder) 1957

Shanley, Bernard D. [Empty folder] 1957

State, Department of 1957

"T" Misc. 1957

Traffic Safety, President's Action Committee on 1957

Treasury Department Miscellaneous 1957

Treasury Department Savings Bonds, U.S. (See major heading) 1957

"U" Misc. [Personal corres.] 1957

United States Information Agency, Correspondence 1957

United States Information Agency-Miscellaneous, Printed 1957

Vote, Register and 1957

"W" Misc. 1957

Water Resource's [Empty folder] 1957

Whitman, Ann c. (Mrs.) 1957

Wildlife Conference -- James M. Lambie Speech 1957

"XYZ" Misc. [Personal corres.] 1957

Youth Fitness, President's Council on 1957

40 "A" Misc. 1958 [Copies of various speeches by Stanley Gewirtz (Vice President of Air Transport Association of America), booklet titled Operating the Jet, and miscellaneous correspondence]

Adams, Sherman (Governor) 1958

Advertising Council - Annual Reports 1958

Advertising Council - Audio-Visual Materials 1958

Advertising Council - Bulletin correspondence 1958

Advertising Council - Correspondence (1)(2) 1958

Advertising Council - Graphics 1958

Advertising Council - Meetings (1)(2) 1958

Advertising Council - Miscellaneous 1958

41 Advertising Council - Repplier, T.S. - Bio-Sketch 1958

Advertising Council - Washington Conference - Council - Corres. 1958

Advertising Council - Washington Conference - Form letters 1958

Advertising Council - Washington Conference - Lambie Corres 1958

Advertising Council - Washington Conference - Miscellaneous 1958

Advertising Council - Washington Conference - Program Participants 1958

Advertising Council - Washington Conference - Robert Cutler 1958

Advertising Council - Washington Conference - Tape-Recording 1958

Agricultural Surplus Disposal 1958

Agriculture, Department of - Forest Fire Prevention 1958

Agriculture, Department of - 4-H Clubs 1958

American Association of Advertising Agencies 1958

Association of National Advertisers 1958

41 "B" Misc. 1958

(cont.)

Budget Message, the President's for 1959 1958

Business council for International Understanding 1958

"C" [Includes Corres. re the Ad campaign for the 75th anniversary of the Civil Service] 1958

Civil Defense Administration – Federal – Corres. 1958

42 Commerce, Department of 1958

Crusade for Freedom - Correspondence 1958

Crusade for Freedom - (Europe) Luncheon 1958

Crusade for Freedom - Misc. Printed 1958

Crusade for Freedom - Newsletter 1958

"D" Misc. 1958

Defense, Department of - Armed Forces Day 1958

Defense, Department of - Miscellaneous 1958

Defense, Department of - Obligation to Serve 1958

"E" Misc. 1958

Employment of the Physical Handicapped, President's Comm. on 1958

"F" Misc. 1958

Fox, Fred [Includes corres. re DDE's planting of tree on White House grounds] 1958

Fund Raising Within the Federal Establishment 1958

"G" Misc. 1958

Gray, Robert K. 1958

Ground Observer Corps: Air Defense Command Reports 1958

42 Ground Observer Corps - Conference 1958 (cont.)

Ground Observer Corps - Misc. Printed 1958

"H" Misc. 1958

Hamlin Reports (1)(2) [Statistical and analytical surveys of various Government programs and the current state of the U.S. economy. Incomplete set covers period Jan. 20, 1958-Nov. 26, 1958]

Hauge, Gabriel, Dr. 1958

Hoover Reports 1958

Health, Education & Welfare - Asian Flu 1958

Health, Education & Welfare - Council on Social Work Education 1958

Health, Education & Welfare - Mental Health 1958

Health, Education & Welfare - Misc. 1958

Health, Education & Welfare - Social Security 1958

Health, Education & Welfare - Stamp Out Polio 1958

Health, Education & Welfare - Stay in School 1958

International Cooperation Adm. - Advisory Committee on Vol. For. Aid [Foreign Service Dispatch entitled AWork of the Central Coordinating Committee of voluntary Agencies in the Lebanese Crisis. Copy of Tech. Assist. Quarterly Bulletin & assorted staff logs.] 1958

International Cooperation Admin. - C[ooperative for] A[merican] R[emittances to] E[urope] (1)(2) 1958

International Cooperation Admin. - Misc. 1958

"J" Miscellaneous [Includes list of participants in Conference on Foreign Aspects of U.S. National Security Feb. 25, 1958] 1958

Justice, Department of 1958

"K" Misc. 1958

44 Killian, James R. Dr. 1958

"L" Misc. 1958

"M" Misc. 1958

Minnich, L. Arthur 1958

"N" Misc. 1958

National Association of Radio and Television Broadcasters [re the NAB's desire for campaign on excellence in American education] 1958

North Atlantic Treaty Organization 1958

"O" Misc. 1958

"P" Misc. 1958

People's Capitalism 1958

People-to-People Partnership 1958

Post Office Department 1958

Pyle, Howard (Governor) [re Adams-Goldfine affair.] 1958

"R" Misc. 1958

Radio-TV Bulletins 1958

Randall, Clarence B. 1958

Recession, Campaign (Anti)(1)(2) 1958

Red Cross 1958

Religion in American Life 1958

"S" Misc. 1958 [Includes copy of speech by Adlai E. Stevenson before the National Conference of Organizations on National Trade Policy (March 27, 1958)]

45 Savings Bonds, U.S., Correspondence and Meetings 1958

Savings Bonds, Misc. Printed 1958

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45 Savings Bonds, U.S. Sales Report [Empty folder] 1958 (cont.)

State, Department of 1958

"T' Misc. 1958

Treasury, Department of 1958

"U" Misc. 1958

United States Information Agency, Misc. Printed 1958

"V" Misc. [Empty folder] 1958

"W" Misc. 1958 [Copies of W.H. Wheeler, Jr.'s statement on armament reduction and the distribution of economic aid through the United Nations, Jan. 31, 1957.]

Youth Fitness, President's Council on 1958

Advertising Association of the West 1959

Advertising - Gold Medal Award 1959

Advertising Council - Bulletin Correspondence (1)(2) 1959

46 Advertising Council- Correspondence (1)(2) 1959

Advertising Council- Graphics 1959

Advertising Council- Meetings 1959

Advertising Council- Miscellaneous 1959

Advertising Council- Network Lunch 1959

Advertising Council- Repplier, T.S. Bio. Sketch 1959

Advertising Council - Washington Conf. (1)(2) 1959

47 Advertising Council - Washington Conference Corres. 1959

Advertising Council - Washington Conference - Council Correspondence 1959

Advertising Council - Washington Conference Form Letters 1959

47 Advertising Council - Washington Conference James Lambie 1959 (cont.)

Advertising Council - Washington Conference Lambie Corres. 1959

Advertising Council - Washington Conference Misc. 1959

Advertising Council - Washington Conference Program Participants 1959

Advertising Council - Washington Conference tape-recording 1959

Agricultural Surplus Disposal - Interagency Comm. on [Includes Clarence Francis' account of a conversation with President Eisenhower re DeGaulle, Churchill and Russia.] 1959

Agriculture, Department of (Folder empty) 1959

Agriculture, Department of - Forest Fire Prevention 1959

Agriculture, Department of - 4-H Clubs 1959

Agriculture, Department of - Department of - Miscellaneous (Empty) 1959

American Association of Advertising Agencies 1959

Association of National Advertisers 1959

48 "B" Misc. 1959

Business Council for International Understanding 1959

"C" Misc. 1959

Department of Commerce 1959

Crusade for Freedom - Correspondence 1959

Crusade for Freedom - Europe 1959

Crusade for Freedom - Luncheon 1959

Crusade for Freedom - Miscellaneous - Printed 1959

"D" Miscellaneous 1959

Defense, Department of 1959

Defense, Department of - Armed Forces Day (empty) 1959 (cont.)

Defense, Department of - Miscellaneous 1959

"E" Miscellaneous 1959

Employment of the Physically Handicapped, President's Comm. on 1959

Excellence Campaign 1959

Excellence Committee (1)(2) 1959

"F" Miscellaneous 1959

Fred Fox's [Memo re ABetter Meals Build Better Families" program] 1959

Fund Raising, National Health Agencies (Empty) 1959

49 Fund Raising Within the Federal Establishment 1959

"G" Miscellaneous 1959 [GSA conference on improving its public image] 1959

"H" Miscellaneous 1959

Hamlin Reports 1959 [Statistical and analytical surveys of various federal programs for the period, February 23, 1959 - November 12, 1959.]

Health, Education & Welfare - Mental Health 1959

Health, Education & Welfare - Social Security 1959

Health, Education & Welfare - Stamp Out Polio 1959

Inflation 1959

International Cooperation Administration - Advisory Committee on Vol. For. Aid 1959

International Cooperation Administration - C[ooperative for] A[merican] R[emittances to] E[urope] 1959

"J" Miscellaneous 1959

"K" Miscellaneous 1959

49 Labor, Department of 1959

(cont.)

Lambie, J.M. Jr. - Speeches 1959

Lincoln Center for the Performing Arts [Corres re DDE's participation in ground-breaking Ceremonies for the center.] 1959

Lincoln Sesquicentennial 1959

50 Lincoln Sesquicentennial - Proposed Public Relations Program 1959

"M" Miscellaneous 1959

Merriam, Robert 1959

Minnich, Arthur L. 1959

Moscow Fair (1)(2) 1959

"N" Miscellaneous 1959 [Misc. Corres., Copy of Proceedings of Fifth Annual National - Military - Industrial Conf. and transcript of an address by Ambassador Randolph Burgess before the Advertising Council on December 1, 1958.]

National Association of Broadcasters 1959 [Materials re Khruschev's visit - for use by radio and television media.]

North Atlantic Treaty Organization 1959

and

Office of Civil/Defense Mobilization 1959

and

Office of Civil/Defense Mobilization - Correspondence [empty folder] 1959

Office of Civil and Defense Mobilization, Misc. Printed [empty folder] 1959

AP" Miscellaneous 1959

People to People Partnerships 1959

People's Capitalism 1959

Post Office Department [empty] 1959]

Pyle, Howard(Governor) 1959

51 "R" Miscellaneous 1959 (cont.)

Radio-TV Bulletins 1959

Randall, Clarence B. 1959

Anti-Recession 1959

American National Red Cross 1959

Religion in American Life 1959

"S" Miscellaneous 1959

U.S. Savings Bonds - Correspondence 1959

U.S. Savings Bonds - Printed [Empty] 1959

U.S. Savings Bonds - Sales Report [Empty] 1959

State, Department of 1959

"T" Miscellaneous 1959

Traffic Safety, President's Action Comm. on 1959

Treasury, Department of 1959

"U" Miscellaneous 1959 [Includes corres. re UGF campaign in White House Office and copy of report of U.S. delegation to the 10th Session of UNESCO General Conf.]

United States Information Agency (USIA) Corres. 1959

USIA- Miscellaneous Printed [Empty] 1959

"V" Miscellaneous 1959

"W" Miscellaneous 1959

Whitman, Anne C. 1959

"Y" Miscellaneous [Materials re White House Conference on Children and Youth March 27, 1960 - April 2, 1960 1959

Youth Fitness, President's Council on 1959

52 "A" Misc. 1960

Advertising Association of the West 1960

Advertising Council - Annual Report 1960

Advertising Council - Audio Visual Material [Empty folder] 1960

Advertising Council - Bulletin Corresp. (1)(2) 1960

Advertising Council - Correspondence (1)(2) 1960

Advertising Council - Government Campaigns [a loose leaf binder] 1960

Advertising Council - Graphics 1960

Advertising Council - Meetings 1960

Advertising Council - Misc. (1)(2) 1960

Advertising Council - Washington Conference 1960

Advertising Council - Form Letters 1960

Advertising Council – Lambie Correspondence 1960

Advertising Council - Washington Conference - Lambie Office (1)(3) 1960

Advertising Council - Washington Conference - Misc. 1960

Advertising Council - Program Participants 1960

Advertising Council - tape-recording 1960

54 Agricultural Surplus Disposal, Interagency Comm. on 1960

Department of Agriculture [Empty folder] 1960

Department of Agriculture, Forest Fire Prevention 1960

Department of Agriculture, Misc. 1960

American Association of Advertising Agencies 1960

54 Association of National Advertisers [Empty folder] 1960 (cont.)

"B" Misc. 1960

Business Council for International Understanding 1960

"C" Miscellaneous 1960 [Includes misc. corres. and copy of the 1959 Columbia Broadcasting System's report to stockholders.]

Department of Commerce, Census 1960

Department of Commerce, Misc. 1960

55 Crusade for Freedom, Correspondence 1960

Crusade for Freedom, Luncheon 1960

"D" Miscellaneous 1960

Defense, Department of - Misc. 1960

"E" Misc. 1960

Employment of the Physically Handicapped, President's Comm. on 1960

Excellence, Achievement of, 1960

"F" Miscellaneous 1960 [Copy of State Department booklet on strengthening the Foreign Service]

Fred Fox 1960

Francis, Clarence 1960

Francis, Correspondence with JML 1960

Fund Raising, National Health Agencies [Empty folder] 1960

Fund Raising Within the Federal Government 1960

"G" Misc. 1960

Gray, Gordon 1960

55 "H" Misc. [Corres. re Project Hope and mimeo. materials re the 1960 Campaign (cont.) issues of Defense and the United States Foreign policies vis a vis Russia] 1960

Health, Education and Welfare, Council on Social Work Education 1960

Health, Education and Welfare, Mental Health 1960

Health, Education and Welfare, Polio 1960

Health, Education and Welfare, Social Security 1960

Health, Education and Welfare, Stay in School, Stay in School and Graduate, Back to School [Empty Folder] 1960

AI" Misc. [Empty folder] 1960

Inflation 1960 [Includes copies of second Interim Report of the Cabinet Committee on Price Stability for Economic Growth]

International Cooperation Admin. - Advisory Comm. on Voluntary Foreign Aid 1960

International Cooperation Admin. - C[ooperative for ] A[merican] R[emittances to]  $E[urope]\ 1960$ 

International Coop. Admin., Misc. 1960

Lambie, James M., Jr. Speeches 1960

"M" Misc. 1960 [Misc. corres. of both a personal and official nature and a mimeographed copy of a document titled AA Citizens Action Plan to Improve Scientific and Engineering Education in the U.S."]

Merriam, Robert E. [Materials re concept of beginning an <u>Achievement of Excellence</u> Campaign.] 1960

Minnich, Arthur L. [Misc. corres. referred to JML in his capacity as Assistant Staff Secretary] 1960

"N" Misc. [Press release copies of Richard Nixon speeches and copy of AThe Structure and Functions of the National Security Council."] 1960

National Association of Broadcasters 1960

North Atlantic Treaty Organization 1960

56 Office of Civil and Defense Mobilization 1960

(cont.)

"P" Misc. 1960

People's Capitalism [Empty folder] 1960

57 People - to - People Partnerships 1960

Post Office Department 1960

"R" Misc. 1960

Radio - TV Bulletins 1960

Randall, Clarence 1960

Red Cross, American National 1960

RIAL (Religion in American Life) 1960

"S" Misc. 1960

U.S. Savings Bonds - Correspondence 1960

U.S. Savings Bonds - Printed Materials 1960

"T" Misc. 1960

Traffic Safety, President's Action Committee on 1960

Treasury Department 1960

"U" Misc. 1960

United States Information Agency - Corres. 1960

USIA - Misc. 1960

Vote, Register and 1960

"W" Misc. 1960

Whitman, Ann C. [Note re staff's birthday gift to DDE] 1960

57 X,Y,Z, Misc. 1960 [Includes materials re JML's attendance at the quinquennial (cont.) celebration of the winning of York, Pennsylvania and Arles, France.]

Youth Fitness, President's Council on[empty folder] 1960

File Recommendations for the Office of Dwight D. Eisenhower (Jan. 30, 1953 - binder) 1952-53

Personal File of James M. Lambie, Jr. A-P 1953-54

59 Personal File of James M. Lambie, Jr. Q-Z 1953-54

Personal - Miscellaneous 1953-54

JML-Travel (Travel vouchers for official Advertising Council, Ground Observer Corps and Red Cross business) 1953-54

Fact Papers 1953-54

Staff Work for the President and the Executive Branch [Final and draft copy of booklet re staff organization in the White House] 1954

Personal File of James M. Lambie, Jr. - A-G 1955

Personal File of James M. Lambie, Jr. AH" [Includes copy of study of development of area near Frederick, Maryland for a proposed AEC Community.] 1955

Personal File of James M. Lambie, Jr. I-Z 1955 [Includes transcripts of Town Meeting broadcasts re public vs. private power, the U.N., 20 year cavalcades of the Town Meeting and America as Asians see us.]

Travel J M L Air Force [Vouchers for travel re G.O.C. matters and AEC's "Operation Open Shot" via USAF transportation] 1955

Travel J M L White House [Vouchers for travel on Advertising Liaison Office official busines.]

Citizens Committee for the Hoover Report 1955

Executive Branch liaison - Fact Papers and Quotes 1955-56

Republican Congressional Committee - 1956 Speech Kit [Booklet] 1956

Republican Campaign Materials (1)-(3) 1956

Interagency Committee on Agricultural Surplus Disposal - Misc. (1)-(4) 1954-60

Future Prospects for Soviet Economic Aid 1958 [Summary and text of an address by Hans Heymann, Jr. delivered at 12th annual conference of the Middle East Institute in Washington, D.C. on January 31, 1958.]

National Military-Industrial Conference-Proceedings 1960

Agricultural Surplus Disposal - correspondence (1)-(3) 1954

Agricultural Surplus Disposal - European Agriculture 1955-56

Organization for European Economic Cooperation-European Productivity Agency (Clarence Francis) 1956

Agricultural Surplus Disposal - Clarence Francis' materials (1)(2) 1956-57

Agriculture, Department of - Sale of CCC commodities (CF materials) [Includes materials re organizational set up of CCC and Commodity Stabilization Service] 1957

Clarence Francis Files 1957

Special Projects Group [Correspondence pertaining to administrative matters for Clarence Francis' office 1955-59.]

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